

**A PRAGMATIC ANALYSIS OF MAXIM FLOUTING  
AS A REFLECTION OF AMERICAN SOCIAL ISSUES  
IN *THE SIMPSONS* TV SERIES**

**A THESIS**

**Presented as Partial Fulfillment of the Requirements  
for the Attainment of the *Sarjana Sastra* Degree  
in English Language and Literature**



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**A THESIS**



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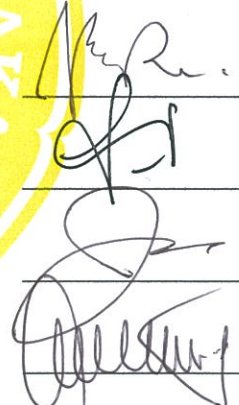
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Yogyakarta, 28 January 2015

Penulis



Sherly Febriani

## MOTTOS

"Dan janganlah kamu mengikuti apa yang kamu tidak mempunyai pengetahuan tentangnya.

Sesungguhnya pendengaran, penglihatan dan qolbu, semuanya itu akan diminta pertanggungan jawabnya."

-QS. Al-Isra' ayat 36

"If you cannot do great things, do small things in a great way."

-Napoleon Hill

"Education is not the learning of facts, but the training of the mind to think"

-Albert Einstein

## **DEDICATIONS**

This thesis is dedicated to:

my beloved parents

my beloved husband

my lil angel, Ayudia

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Finally, I realize that this thesis is far from being perfect. I admit for weaknesses as well as mistakes that I have done. Thus, any kind of comments and criticisms for the sake of the betterment of this thesis will be kindly welcomed.

Yogyakarta, 28 January 2015

Sherly Febriani



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**ABSTRACT**

The objectives of the study are to identify the types of maxim flouting of Cooperative Principles used by the main characters in *The Simpsons TV Series*, to describe the strategies of maxim flouting used by the main characters in *The Simpsons TV Series*, and to describe kind of American social issues reflected through Maxim Flouting in *The Simpsons TV Series*.

This study used a descriptive qualitative approach to analyze the categories of maxim flouting as a reflection of American social issues in *The Simpsons TV Series*. The procedure of collecting data was conducted through the following steps: reading the transcripts, selecting and underlining the maxim flouting, identifying and underlining the maxim flouting which reflected American social issues, and re-typing them into a data sheet. The method used to analyze qualitative data was a referential method with regard to the theories presented by Grice (1975). The trustworthiness of data can be gained by discussing with the thesis supervisors, reconfirming to any experts related in this field, and conducting data triangulation with several colleagues in linguistics field.

In reference to the data analysis, the results show three findings. First, there are four maxims that are flouted. They are (1)flouting of quantity maxim, (2)flouting of quality maxim, (3)flouting of manner maxim, and (4)flouting of relation maxim. Second, there are eleven strategies in flouting the maxims. They include: (1)giving too little information, (2)giving too much information, (3)hyperbole, (4)metaphor, (5)irony, (6)sarcasm, (7)banter, (8)changing the topic, (9)giving irrelevant answer, (10)giving ambiguous information, and (11)being not brief. Third, there are five American social issues which are reflected in *The Simpsons TV Series*. They are (1)capitalism, (2)nepotism, (3)labor right, (4)offensive joke, and (5)libel. Analysing cooperative principles of *The Simpsons TV series*' characters conversation gives a deeper knowledge on their social system in general and the American social issues in specific. The cooperative principles are used to define which conversations observe the maxim and which do not. The maxims that are flouted are the main data that are used to find out the American social issues because there are some implied intention behind the offences. This suggests that the American social issues determine the use of language as reflected in *The Simpsons TV Series*.

**Keywords:** maxim flouting, American social issues, *The Simpsons TV Series*

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background of the Study**

Language as a means of communication seems interesting to discuss. Language is also a part of society and its development. Language makes people free as individuals but chains people socially. It has already been demonstrated that people are not mere creatures of conditioning when it comes to language. The language that a society has is not static. In the vocabulary and discourse rules, languages have developed quite differently, in accordance with the values of their societies (Chaika 1982: 8). The study of language can be done in the scope of linguistics. As Chaika said Linguistics is the academic discipline that deals with the structure of the human language. Throughout the linguistics we know the culture of the society that is in the language used.

America is a big country. The great revolution has happened to the society. Based on the theory, it takes some effects to its culture. The language as a part of the culture changes as well. The actual meaning of an utterance depends partially on the social context in which it occurs (Chaika, 1982: 69). In the decade of 1980s, there were some hot issues that influenced the society. They were reflected in the themes which were discussed in mass media, such as magazines, newspapers, and television. The TV programs are the media that the researcher chose. The researcher is focusing on the spoken language used by the people at that time as the contribution that represents the social interactions at that time.

Through the films that were produced, the researcher tries to find and measures how far the film can reflect the social condition of American people at the time. So that, the researcher chooses a cartoon film entitled *The Simpsons TV Series* which is popular in America in 1980s. *The Simpsons TV Series* is one of them who reflected the daily life of family in America. The series are a satirical parody of a middle class American lifestyle epitomized by its family of the same name, which consist of Homer, Marge, Bart, Lisa and Maggie. The show is set in the fictional town of Springfield and parodies American culture, society, television and many aspects of the human condition. The researcher does such analysis and research entitled “A Pragmatics Analysis of Maxim Flouting as a Reflection of American Social Issues in *The Simpsons TV Series*”.

## **B. Research Focus**

The researcher observed that *The Simpsons TV Series* is a unique cartoon film. There are many aspects that can be analyzed in this film, i.e. this TV series reflects political issues, gun right, liberty, etc. The characteristics of cartoon films are performing the strong characteristics of each figure. Usually, cartoon film is close to children. Cartoon film is not always being a good spectacle for children. The humor used in the language tended to sarcasm. The language used mostly non formal language or slang words that American people used in their daily activities. The researcher can identify the problem of how *The Simpsons TV Series* can reflect the American social issues.

The researcher focuses the problem, so the analysis is easier to do. The researcher limits the data to the maxim flouting that occurs in the language used of the conversation made by the characters in *The Simpsons TV Series* and how the maxim flouting reflects American social issues. Based on the problems which are interesting to talk about, the researcher can formulate the problems as follows.

1. What are the types of Maxim Flouting used by the main characters in *The Simpsons TV Series*?
2. What are the strategies of Maxim Flouting used by the main characters in *The Simpsons TV Series*?
3. What kind of American social issues are reflected through Maxim Flouting in *The Simpsons TV Series*?

### **C. Objectives of the Study**

In accordance with the formulation of the problem, the researcher does the analysis to the maxim flouting of the language used in the conversation of *The Simpsons TV Series*. The results of the research should answer the research needs in order to get the objectives of the study. They include:

1. to identify the types of Maxim Flouting used by the main characters in *The Simpsons TV Series*,
2. to describe the strategies of Maxim Flouting used by the main characters in *The Simpsons TV Series*, and
3. to describe kind of American social issues reflected through Maxim Flouting in *The Simpsons TV Series*.



#### **D. Significance of the Study**

In reference the objectives of the research, this research is expected to give both theoretical and practical contributions to some parties.

1. Theoretical Significance

It is expected that this research can give information in linguistics research and could enrich the spesific knowledge in linguistics field, especially on maxim flouting and how the maxim flouting reflects the social issues.

2. Practical Significance

- a. Students of English Literature

This research will be useful for them as an authentic source of study in pragmatics because it gives significances about the analysis of maxim flouting and how it reflects social issues.

- b. Other researchers

This research will be a motivation for the other researchers to conduct them concerning in maxim flouting.

## **CHAPTER II**

### **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

#### **A. Literature Review**

The researcher analyzes the Maxim Flouting that occurred in *The Simpsons TV Series*. Some theoretical materials needed to strengthen the data analysis and clarify the data analysis' process. The subjects needed to explore are explained below.

#### **1. Pragmatics**

The study of pragmatics is related to the data analysis that is done. According to Yule, pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by listener (or reader). It has consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Pragmatics is the study of speaker meaning. There are six topics under the Pragmatics, i.e. Deixis, Politeness, Speech Act, Presupposition, Implicature and Cooperative Principle.

The first topic in pragmatics is deixis. Deixis is a technical term (from Greek) for one of the most basic things speakers do with utterances. It means “pointing” via language. Any linguistic form used to accomplish this “pointing” is called a deictic expression. When speaker notice a strange object and ask, “What’s that?”, the speaker is using a deictic expression (‘that’) to indicate something in the immediate context (Yule, 1998: 9).

Another topic under pragmatics is politeness. It is possible to treat politeness as a fixed concept, as in the idea of ‘polite social behavior’, or etiquette, within a culture. It is also possible to specify a number of different general principles for being polite in social interaction within a particular culture, some of toward others. It can be seen in an example.

- 1 a. Excuse me, Mr. Buckingham, but can I talk to you for a minute?
- b. Hey, Bucky, got a minute?

The first type might be found in a student’s question to his teacher, shown as (1a), and a second type in the friend’s question to the same individual, as in (1b).

The third topic under pragmatics is speech acts. Speech acts is the part that takes part in the writer’s attention linguistically. The researcher also follows some meaning of speech acts to understand the exact meaning contained in the conversations in the film. David Nunan stated that speech acts are simply things people do through language or example apologizing, complaining, instructing, agreeing, and warning. The same description stated by Yule, actions performed via utterances generally called as speech acts. Austin (1962) in Chaika also stressed the function of speech as a way of ‘doing thing so’.

To know the interpretation of the utterances as performed in particular speech acts, speakers have to know the speech events.

“The speaker normally expects that his or her communication will be recognized by the hearer. Both the speaker and hearer are usually helped in this process by the circumstances surrounding the utterances, are called speech event.” (Yule 1998: 47)

The place is also influences the meaning of utterances as Chaika said that the actual meaning of an utterance depends partially on the social context in which it occurs. Gordon and Lakov, 1975 in Chaika

“a speech event is the situation calling forth particularly ways of speaking. Genre refers to the form of speaking. Usually it has a label, such as joke, narrative, promise, riddle, prayer, even greeting or farewell” (1982: 70).

The other topic under pragmatics is presupposition. A presupposition is something the speaker assumes to be the case prior to making an utterance. Speakers, not sentences, have presuppositions. People can identify some of the potentially assumed information that would be associated with the utterance of. For example, (2) Mary’s brother bought three horses. In producing the utterance in (2), the speaker will normally be expected to have the presupposition that a person called Mary exists and that she has a brother. The speaker may also hold the more specific presupposition that Mary has only one brother and that has a lot of money (Yule, 1998: 25-26).

Implicature is one of the topics in pragmatics. It is a study which discussed implied meaning . The term “implicature” is used by Grice to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says (Brown and Yule, 1983). There are two types of implicature, they are conventional implicature and conversational implicature. According to Yule (1998:45), conventional implicature is an additional meaning associated with the use of specific words. Conventional implicature define as a phenomenon whereby a speaker says one thing and thereby conveys something else.

In this study, the researcher uses Cooperative Principle as the theory. Conversation is very important in communication. When people have conversation, there is a risk that one could misunderstand the others. Thus, Paul Grice (1975), propose a principle called "Cooperative Principle" in conversation. This principle has to be followed so that people could have a smooth conversation.

## **2. Cooperative Principles**

Here the cooperative principles are including the main theories that the researcher digs up deeper to get the best result of this study. According to Yule, Cooperative principles of conversation are that in most circumstances, the assumption of the cooperation so pervasive.

### **1) Type of Maxim of Cooperative Principle**

The cooperative principles elaborated in four sub-principles called maxim. The cooperative principle: make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or the direction of the talk exchange in which you are engaged (Yule 1998:37).

As quoted in Yule (1998: 37), there are four kinds of maxim presented below.

#### **1. Maxim of Quantity**

The speaker gives the right amount of information. If someone at a party asked ‘Who’s that person with Bob?’, a cooperative reply would be

‘That’s his new girlfriend, Alison’. An uncooperative reply would be an over-brief one, such as ‘A girl’, or an over-long one, such as ‘That’s Alison Margareth Jones, born in Kingston, Surrey on 4 July 1980, daughter of Peter and Marry Jones...etc.’

## **2. Maxim of Quality**

The speaker is being truthful. For example, if someone asked the speaker the name of an unfamiliar animal, such as a platypus, reply truthfully, and do not say ‘It’s a Kookaburra’, or ‘It’s a duck’, if you know it is a platypus.

## **3. Maxim of Relation**

The speaker is being relevant. If someone says, ‘What’s for supper?’, give a reply which fits the question, such as ‘Fish and chips’, and not ‘Tables and chairs’ or ‘Buttercups are yellow’.

## **4. Maxim of Manner**

The speaker is being clear and orderly. For example, describe things in the order in which they occurred: ‘The plane taxied down the runway, and took off to the west’ rather than ‘The plane took off to the west a taxied down the runway’, which might confuse people as to what actually happened.

It is important to recognize these maxims as unstated assumptions people have in the conversations. People assume that people are normally going to provide an appropriate amount of information. Because these

principles are assumed in normal interaction, speakers rarely mention them.

## **2) Observed and Non-Observed Maxim**

### **1. Opting Out**

Speakers opt out of observing a maxim whenever they indicate unwillingness to cooperate in the way the maxim requires. This happens when speakers exert their right to remain silent or when speakers choose not to import information that may prove detrimental to hearer. Certain expressions are used, like no comment, or my lips are sealed to respond a question. The use of these expressions does not mean that the speakers are not cooperative in the context. They know the answer but do not want to be involved in the conversation.

### **2. Maxim Violating**

Yule (1998:36-37) gave a sample of conversation which can be observed by cooperative principles. This is a conversation as a sample of one problem of communication. There is a woman sitting on a park bench and a large dog lying on the ground in front of the bench. A man comes along and sits down on the bench.

Man : Does your dog bite?

Woman : No.

(The man reaches down to pet the dog. The dog bites the man's hand.)

Man : Ouch! Hey! You said your dog doesn't bite.

Woman : He doesn't. But that's not my dog.

Specifically, it seems to be a problem caused by the man's assumption that more was communicated than was said. It is not a problem with the

presupposition because the assumption in 'your dog' (i.e. the woman has a dog) is true for both speakers. The problem is in the man's assumption that his question 'Does your dog bite?' and the woman's answer 'No' both apply to the dog in front of them. From the man's perspective, the woman's answer provides less information than expected. In other words, she might expect to provide the information stated in the last line. She knows that the hearer (the man) will not know the truth and will only understand the surface meaning of the words. Of course, if she had mentioned this information earlier, the story would not be as funny. For the event to be funny, the woman has to give less information than is expected. The concept of there being an expected amount of information provided in the conversation is just one aspect of the more general idea that people involved in a conversation will cooperate each other. The woman in the conversation may actually be indicating that she does not want to take part in any of cooperative interaction with the stranger.

### **3. Maxim Flouting**

Flouting a maxim happens when one of the maxims is violated by some utterances, and yet the speakers are still assuming that person is cooperating with the speakers in communication, the researcher can take that violation as a sign that something is being said indirectly. The deep explanation will be presented below.



### 3. Maxim Flouting

The four maxims can be violated for various reasons, but only when they are “flouted”, or violated blatantly, i.e. both the speaker and the hearer are aware of the violation, does conversational implication occur.

#### a. Flouting of Quantity Maxim

The maxim of quantity makes us make our contribution as informative as is required for the current purpose of the exchange and do not make our contribution more informative than is required. However, a speaker flouts the maxim of quantity and invites the hearer to consider the conversational implication by saying more or less. According to Cutting (2002: 37), there are two types of strategies to flout the maxim of quantity, such as giving too little information or too much information than what is required.

##### 1. Giving too little information

The following example is taken from Cutting (2002:34)

A: And you say that the warden is a nice person.

B: **Oh yes you will get other opinions but that’s my opinion.**

A knows that B is giving too little information from what he needs in order to get the full meaning of what is being said. He knows that B has more information. Sometimes speakers often say more than what they need perhaps to make sense of occasion or respect. Meanwhile, speakers say less than she needs, is aimed to be rude, blunt and forthright (Cook, 1989:31).

## 2. Giving too much information

This is the example of the second strategy to flout the maxim of quantity.

A: Are you able to find the type of ink cartridge I need for my printer?

B: **Well, yes I do, you should visit that new office building because they have hundreds of printer cartridges, all you'd ever want to see or buy, and my son works there, you know, he is a very intelligent man.**

A: Boss B: Secretary

The conversation is between a manager and his secretary in their office. Instead of just saying “Yes”, we can easily find that the secretary flouts the maxim of quantity, because she provides much more information than the manager actually needs. The implication of her utterances is that she would like to introduce her son to the manager.

### b. Flouting of Quality Maxim

The maxim of quality requires us not to say what we believe to be false and what we lack adequate evidence. Flouting of quality maxim is realized by saying things that are not true. The following example is the analysis of conversational implications generated by flouting of quality maxim. People often use polite and indirect strategies to express their real meanings.

Example:

A: What do you think of Jason?

B: He is a good friend. He always keeps eye on my pocket.

This example shows us that how the maxim of quality is breached. When A asks B the question, he may have already thought that Jason is not a good friend, and he wants to ensure that B has the same opinion with him. But B deliberately says that Jason is a good friend, which himself considers to be

incorrect. Then B adds that Jason always asks him for money. The reason why B says so indirectly is that he wants to save Jason's face.

According to Cutting (2002: 37), there are five types of strategies to flout the maxim of quality, they are by using hyperbole, metaphor, irony, banter and sarcasm. In flouting of quality maxim, speakers appear not being sure with what they say.

### **1. Hyperbole**

Hyperbole is an exaggerated language that distorts facts by making them much bigger than they are if looked at objectively. When the speakers speak more than it is necessary, they flout the quantity maxim. Hyperbole can be used to reduce degrees of intensity in the expression. For example: *I love you for a hundred years*. This example classified as hyperbole because it uses exaggeration statement (a hundred years), therefore, the information is more informative.

### **2. Metaphor**

According to Hornby (1974: 780), metaphor is word or phrase to indicate something different from the literal meaning. Metaphor is used by speaker to flout the maxim of quality. In example, Joan is a monster. The interpretations of this utterance are rude or bad or evil or cold blooded like a monster.

### **3. Irony**

Irony is expression of one's meaning by saying something, which is forceful (Hornby, 1974: 450). By saying the opposite of what speaker

means, flouting of quality maxim shows that speaker can directly convey their intended meaning. In example, Greg is real genius (after Greg has done stupid act). Based on the definition, the example above is classified as irony because the speaker said the opposite, not the real condition.

#### **4. Banter**

Banter is an offensive way of being friendly (Cutting, 2002: 38). The example is *Hey, now! I'm not just some meat*. This utterance is said by a speaker when he just meets his friends after a long time and he wants to inform his friends that he was lost his weight.

#### **5. Sarcasm**

A speaker may flouts the maxim of quality by sarcasm. Sarcasm occurs when a speaker says something that is opposite of what is appropriate and usually in a derisive or mocking tone. The instance is *don't spend all at once*. This utterance is said by a speaker when he gives someone some money.

#### **c. Flouting of Relation Maxim**

Flouting of relation maxim means that the utterance of the speaker is irrelevant to the context for some reasons. Some conversational implications are produced by flouting of the relation maxim. The speaker may not say anything explicitly related to the topic of the conversation but invite the hearer to seek for an interpretation of possible relevance. The following

example can be used to analyze conversational implications produced by flouting of relation maxim.

*Example:*

John: Tom is such a noisy man, isn't he?

Dick: I saw a fantastic movie yesterday.

This is a dialogue between two roommates; Dick's answer flouts the maxim of relation. What can we know from Dick's answer? He did not want to talk more about Tom's topic. From the example above, the speaker flouts the maxim of relation by changing the topic and giving irrelevant information.

#### **d. Flouting of Manner Maxim**

Flouting of manner maxim means giving obscure and ambiguous information. Below it analyzes how the following example flouts the maxim of manner that gives rise to conversational implications.

*Example:*

Teacher A: Shall we get something for the kids?

Teacher B: Yes. But I veto C-A-N-D-Y. (TEM8)

Here Teacher B intentionally breaks the maxim of manner by spelling out the word "candy", and thereby conveys that Teacher B would rather not have candy mentioned directly in the presence of the children, in case they are prompted to demand some. The speaker in the example above flout the maxim of manner by being not brief and giving ambiguous information.

#### 4. American Social Issues

The researcher finds that *The Simpsons TV Series* was very popular in 1980s in America. Then, the next step is to find what American social issues which became hot topics to be discussed by the country and the society. The researcher finds from some sources that the American social issues in 1980s. They are presented below.

##### a. Capitalism

American people are popular with their rush hours. A tight schedule on their daily activities is a picture of surviving process as a paramount demand of fulfilling their own needs. As a result, the survivor is that adaptable and smart workaholic. This habit is a response to the recent influential issue, capitalism. Historically, Henratta et.al. (1993: 582) explains that capitalism has existed after the Industrial Revolution in the late 18th century, when industrialists and businessman began to replace landowners as a dominant economic class. Adam Smith, a Scottish economist, defined the system. Smith believes that government control of trade and industry was unnecessary and that *laissez-faire* or non-intervention in the affairs of private businesspersons was the best policy. The aim of capitalism is to let people compete to be the best in order to save their financial condition. This works not only for the owner of profitable business but also for the labor.

Ross and Trachte (1990: 23) define capitalism as a mode of commodity production for exchanges; where labor power itself is a commodity; and a capitalist class that owns and controls the means of production extracts surplus

value from a working class by purchasing its only means of survival of their labor power through payment of wages. Additionally, Kreueger (1995: 54) explains that there is a system of social institutions and practices that combine in a certain way for the production and distribution of economic goods and services. This system is known as capitalism. It involves private property, with private ownership of capital as the primary but not necessarily exclusive form of ownership. There is a high capital economic competition among producers of firms. The economic competitions are establishing market and price based on supply and demand, providing a more or less free labor market, and taking profit as much as possible. These two explanations prove that capitalism upholds a strong belief that competition to reproduce capital is valued. It involves three main parties such as the capitalist who act as the owner of firms, the labor, and the market.

Further, explaining the nature of capitalism, Kasser (2007: 4) say that capitalism involves the private ownership of property by particular individuals, for example large corporations owned by shareholders. The mechanism of sharing properties is making investment; this is the nature of capital. For example, individuals invest some of their own resources to purchase land or technology and then use that property, as a means of producing some good or service by presuming that it will create a profit.

Kasser also explains that the essence of capital means to hire laborers, as the individual who owns the means of production typically needs workers to produce the goods or the services. These goods and services will be sold to

consumers; in the return for their time and skills, the capitalist pays the laborers a wage.

By the early 20th century, capitalism had imposition its peak in the U.S. and Western Europe. However, capitalism brings good and harm in the same proportion. There are many countries copy the principles of capitalism even though the implementation does not exactly the same. This is because capitalism brings good in great technical innovations, huge production increases, and improved living standard. Capitalism also brings harm, such as monetary crisis, private ownership, liberalism and overused labor. This system proposes free trade and open market for all countries; otherwise, it works failure for many countries. This issue transmits other related issues such as labor right, nepotism, libel, and racism.

#### **b. Labor Right**

Kasser (2007: 5) state that Smith mentions the three main players in the marketplace who determine the success of capitalism. They are the capitalist, the laborers, and the consumers or the market. The system works best if these three actors are able to pursue their own self-interest to the maximum extent possible. Therefore, all issues related to these three parties are always discussed in each level of society. In other words, labor issue is the most frequently discussed in newspaper columns, public discussions, and debate motions.

Labor issue is emerging because laborers have to face many problems. Some of them are verbal and sexual abuse during working, minimum wage and



overtime job. Frequently, owners of the means of production are not expected to create products and hire laborers for the social good, but rather as a means of creating profit and accumulating further capital for their own self-interest. This leads to a system in which the capitalist strive to keep the costs of production down in order to maximize profit, even if it results in low wages for the laborers. In line with the owners, laborers are also act in their self-interest, selling their time, energy, and skills not for the social good but instead for the highest possible wage.

Laborers in United States of America have many problems, but many people work as labor. This phenomenon happens because of two reasons. The first reason is dealing with the social class. Lekachman and Loon (2008: 11) explain that United States of America is a society with no social class consideration. It is promising for laborers that they have chance to be independent, to get up from their class. Moreover, there are many lands to work on. Thus, laborers have a great chance to pursuit their happiness. It is a time to change their miserable life from being a working class or blue-collar class to be a white-collar class.

The second reason is dealing with sovergnity. Lekachman and Loon (2008: 17) state that American laborers do not have to struggle for their basic political rights as hard as Europe laborers do. Right to choose and right of citizenship are given free. This right of citizenship is profitable for laborers for its labor protection. It is proven that United States of America puts the concern about laborers by creating some amendment about protection for labor.

Furthermore, Bolle (2005: 1) identifies that there are two bodies who constitute the amendment, they are Generalized System of Preferences 1984 and International Labor Organization (ILO). The first amendment, Generalized System of Preferences 1984 constitutes the following basic protections to recognize worker rights internationally. The basic protections are:

- 1) the right to associate, to form unions, and to bargain collectively,
- 2) a prohibition of forced or prison labor,
- 3) protection against child labor, and
- 4) minimum standards for wages, hours, and occupational safety and health.

Meanwhile International Labor Organization, an organization under United Nations, set out to promote a similar list of “core labor standards” which includes items (1)-(3) above, but substitutes for item (4), freedom from employment discrimination.

### **c. Nepotism**

Historically, nepotism is gained its name after the church practice in the Middle Ages, when some Catholic popes and bishops, who had taken vows of chastity, and therefore usually had no children of their own, gave their nephews such positions of preference as were often accorded by fathers to son (Henratta, 1993: 600). There are some examples of nepotism that ever happened in United States of America. In December 2008, Caroline Kennedy declared herself a candidate to replace Hillary Rodham Clinton as a Senator of New York, a seat once held by her uncle, Robert F. Kennedy. Allegations of nepotism were rife

during Governor David Patterson's selection process. Nepotism still exists up to now not only in America as a developed country but also in Indonesia as a developing country. This popular issue remains unsolved.

Malan and Smit (2001: 17) state that nepotism is favoritism showed to relatives, to people of the same ethnic orientation, and to people of the same sex, gender, belief, political party and associations. This is immoral for its allowance to certain administrative areas such as recruitment, promotions, rewards, transfers, and placing. Furthermore, Tuff (2005:55) explains that nepotism happens when someone in a family has made a powerful name for themselves. Thus, the new family members that follow do not have to work as hard as to get into the business because the door has already been opened. From these two definitions, it can be concluded that nepotism might be good for the family members or best friends regarding to job seeking. This action influences the quality of the chosen people. It is known that being employed in certain position needs many requirements. Ironically, some people do not have to work hard to fulfill the requirements as long as they are family members or best friends of the influential people in the firm. This is unfair for the people who have tried best, but they fail because the family members have placed the position.

#### **d. Offensive Jokes**

Offensive jokes are related to stupidity a joke, which both has a similarity to involve sarcasm. Davies (1998: 1) explains that in general, the stupidity jokes as pinned on a familiar group, one similar to joke-tellers but who live at

the periphery of the joke-teller's country or culture. The people at the center are laughing at what appears to them to be slightly strange version of themselves; almost as if they were to see themselves in a distorting mirror at a fair ground.

The butts of stupidity jokes are not a distant or alien group. This center periphery relationship may take a geographical, economic, linguistic, or even religious form (Davies, 1998: 40-83). Sometimes the two groups may be hostile or in a state of conflict, sometimes they live as amicable neighbors and sometimes they are indifferent to one another.

Raskin 1985's script on which ethnic and many other kinds of jokes and humor are based make the butts of the jokes appear either stupid or canny. The reasons for this seem to lie in the nature of work in modern societies, which threatens everyone with two opposed kinds of failure.

- 1) There is always present the threat that one will fail to master some aspect of the world of work and be regarded as stupid in consequence, particularly at a time of rapid technical and commercial change.
- 2) The mode of failure and the one that awaits the canny is that one will be so absorbed with working, calculating, and making money, as to miss the pleasures of life and to forfeit the trust and esteem of others by being too clever and too calculating.

### **c. Libel**

The roots of American press have begun since printing invention around 1450. Printing has played an important role in the history of nations. By the

beginning of the 19th century there were about 200 regular newspapers being published in the United States. Media have some functions as described by the libertarian theory, with its roots in the Enlightenment, John Milton and John Locke that the purpose of having free press is to facilitate people's rational decision-making by providing a "marketplace of ideas". However, the news media are accused of bias, distorted journalism, invasion of privacy, manipulating events to shape public opinion by setting particular agendas.

According to Handerson (2004: 24), there is a theory of "social responsibility" of the media that was embodied in an influential 1947 report entitled *A Free and Responsible Press*, which was the work of the Hutchins Commission, sponsored by Henry Luce, founder of *Time* magazine. The report summarizes that the duties of journalist are:

- 1) to provide a truthful, comprehensive, and intelligent account of the day's events in a context that gives them meaning,
- 2) to serve as a forum for the exchange of comment and criticism,
- 3) to provide a representative picture of constituent groups in society,
- 4) to present and clarify the goals and values of society, and
- 5) to provide citizens with full access to the day's intelligence.

Media in America has influenced people daily life to provide news and recent discussion. However, there is some news that is issued untruthfully. The existence of this news brings the readers into bias information whereas the object of the news is very suffered by the negative society perception, which takes an impact to their career. This kind of news is labelled as libel.

According to Handerson (2004: 60), a libel is a printed or broadcast communication that is false and that injures someone's reputation – for example, a false statement that someone has been convicted of a crime. Spoken defamation that is not broadcast is called slander, and is not relevant to the news media. Although the English and early American law of libel could also punish factually true statements that caused injury, modern American law requires that the statement contain one or more falsehood.

### ***5. The Simpsons TV Series***

Cartoon film is one of the popular TV Programs which is closed to the society as the spectators. It does not come as the entertainment for children but also for adults. Mostly cartoon films come with humor wrapping. They may discuss about people's daily life. They can smoothly carry many messages to the people, especially about the hot topics, rumors, and even the people's interests at the certain time. They might contain some problems and issues in heavy or light portions.

Cartoon film can freely perform the characters of the figures or even raise the social, political, and economics problems that factually happen. They can play some satires. Those can be seen through the language and its aspects used in the film. It can also show the serious contents in humor wrapping. So, they will be performed in lighter situation and create soft content to be more acceptable the society.

*The Simpsons TV Series* is one of them who reflected the daily life of family in America. The series is a satirical parody of a middle class American lifestyle epitomized by its family of the same name, which consist of Homer, Marge, Bart, Lisa and Maggie. The show is set in the fictional town of Springfield and parodies American culture, society, television and many aspects of the human condition.

*The Simpsons TV Series* is very popular in 1980s in the United States. The figures were playing the roles based on the issues that were very hot to be discussed at that time. This is a kind of cartoon films for teenagers to adults. It can be concluded from the contents of the plot and the whole themes they used -in the series. They performed the daily activities which were usually done by the ordinary family in America.

The Simpsons is an American family which shows a strong American culture. It can be shown from the language of the figures used in the films. The United States, being considerably larger and more culturally diverse country and one without the traditional sharp class division of England, has always had several regional standards in speech (Chaika, 1982: 142).

They performed the classical problems happened in American family's daily life. They can also show the thick culture in the style of the language used. They used the style of speech in their conversation. Style refers to the selection of linguistic forms to convey social or artistic effects. Style also acts as a set of instructions. The messages it conveys are not normally conveyed in words. Indeed, the idiom "didn't get the message " may refer to a listener's not picking up a stylistic cues, even though he or she understood just fine the actual words

used. People manipulate others with style, even as people are manipulated themselves, usually unconsciously (Chaika, 1982: 9).

They showed the satires and delivered the messages to the spectators. Style forms a communication system in its own right, one that determines how a social interactions will proceed at all. If it is to continue, style tells how, whether formally or informally. Style may also tell listeners how to take what is being said: seriously, ironically, humorously, dubiously, or in some other way (Chaika, 1982: 9).

The style of speech used in the film is much more meaningful, although the utterances used contradict the meaning of the words and grammar as Chaika said ‘Often when the style of an utterance contradicts the meaning of the words and grammar, the style is believed.’ Mostly, the language they used was cynical and even sarcastic wrapped in *offensive joke*. As the researcher found the meaning of offensive joke in the dictionary, it also strengthens the statement that offensive jokes also existed in the era to deliver the hidden messages to the spectators.

The meanings of *Offensive*: 1) very unpleasant, insulting 2) used for attacking (Hornby, 1983: 295); *joke*:1) something said or done to make people laugh 2) tell funny stories (Hornby, 1983:233)

## 6. Previous Studies

There have been many studies conducted in maxim flouting of Cooperative Principle. One of them was done by Dyah Ayu Puspitaningrum (2013), a student of Yogyakarta State University entitled “Maxim Flouting in the Main Characters’ Utterances in *Confession of a Shopaholic* Movie”. She analyzed how the main female characters flout the maxim.



The researcher in previous research identified women's linguistic features and the reason why the maxim flouting employed in *Confession of a Shopaholic* movie. Eventhough the research was conducted on maxim flouting, however, this research is different from the previous one. Dyah only observed the type of maxim and the strategies to flout the maxims of Cooperative Principle used by the main characters in *Confession of a Shopaholic* movie but in this study, the researcher analyzses maxim flouting, the strategies and how flouted maxim can be related to American social issues.

Another study related to this study was done by Intan Pradita (2010), a student of Yogyakarta State University entitled "A Pragmatic Analysis of American Humor in *Spongebob Squarepants* TV Series as a Reflection of American Social Issues". She analyzed how American humor reflects the American social issues. Intan used American humor however, the researcher in this study uses maxim flouting as the reflection of American social issues.

## **B. Conceptual Framework**

The conceptual framework can be explained with the analytical construct that follows. The researcher is interested in observing the speech acts that occur in a cartoon film. Here, the writer chose *The Simpsons TV Series* as the data objects. *The Simpsons TV Series* is a cartoon film that represents American cartoon film for adults. It is chosen as the data to be analyzed because it sharply shown some utterances which were used in the language that contained satires wrapped in humor. The researcher's analyze that the maxim flouting reflected the American

social issues as shown in the theme of the conversations and offensive jokes that occurred as well made the characteristic of American humor become really special. The researcher analyzes the data in order to find the problems formulation's answer.

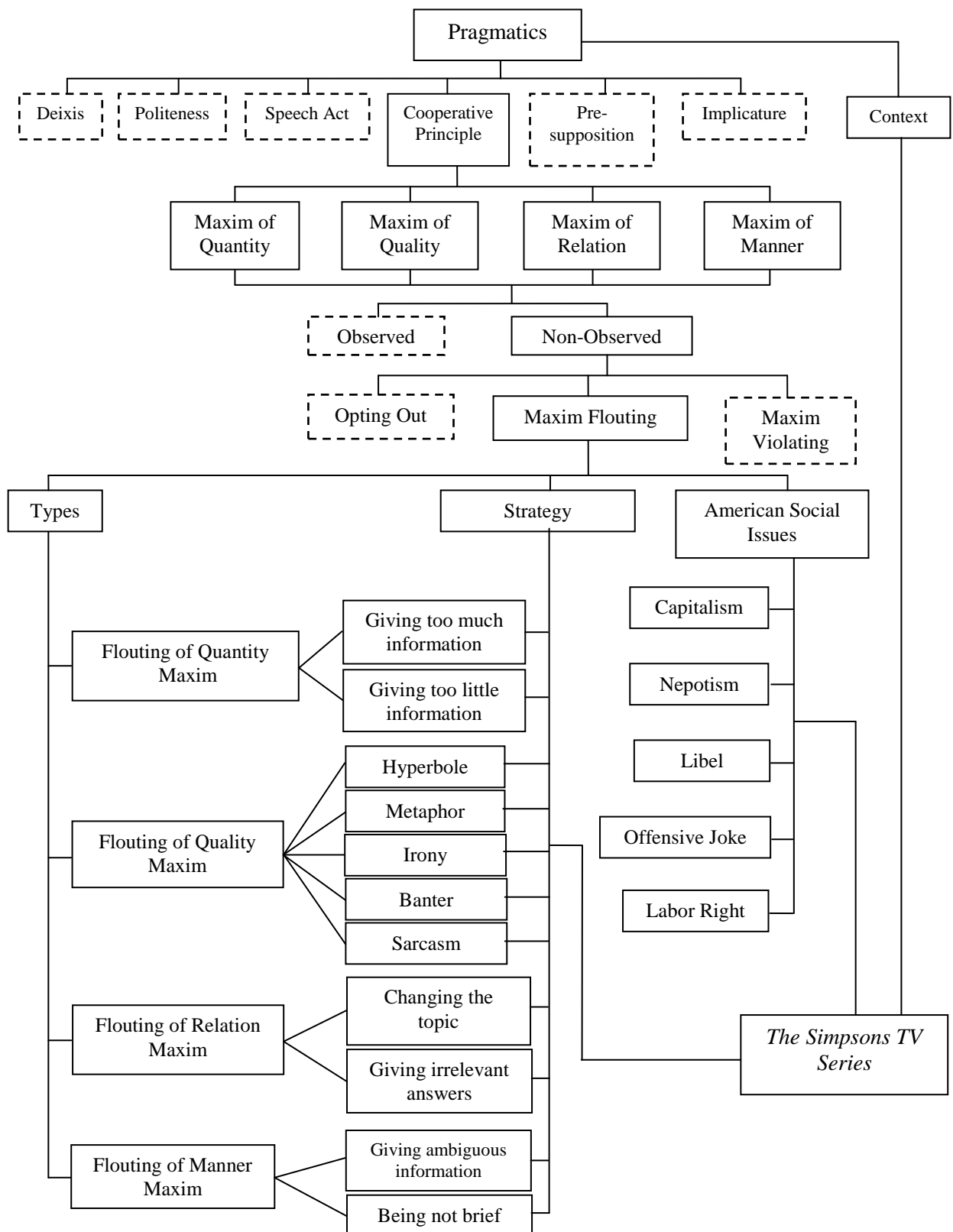


Figure 1. Analytical Construct

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Type of Research**

This study used qualitative descriptive approach. According to Denzin and Lincoln in Ritchie and Lewis (2003: 3), qualitative research puts the researchers to study things in natural settings, to attempt to make sense of, and to interpret phenomena in forms of the meanings people bring to the researchers. Similar with the statements, Burns (1994: 11) explains that qualitative investigation tends to be based on recognition of the importance of the experimental life of human beings. From these two statements, it can be concluded that this type of research captures what people say and in order to describe and interpret how people understand their world. Thus, identifying the social phenomenon, in this case is the phenomenon of maxim flouting and social issues, fits the idea of qualitative research.

#### **B. Data, Context, and Source of Data**

This research was done based on the data taken from *The Simpsons TV Series* season 24. The data were in the form of written text based on scene. They were words, clauses, phrases and utterances. The contexts of the data were dialogues. There were two kinds of source as the data sources in this research. The primary source was the film itself and the transcription of the film retrieved from the internet. The data were taken from the main characters' dialogues. To do this, the

researcher watched the film and then checked the accuracy of the dialogues by reading the script. The secondary sources were books, articles of the film itself which were related to the topic of this research. Those books and articles were used to find out the related theories in order to answer the research questions.

### C. Research Instruments

A descriptive (especially qualitative) research has a natural setting as the direct resource and the researcher is the key instrument (Bogdan and Biklen, 1982: 27). Thus, the researcher herself was the main instrument in this research. The secondary instrument was data sheet which was used to note the linguistic phenomena found in the form of utterances spoken by the main characters in *The Simpsons TV Series*. The model of data sheet was as follows.

Table 1. Data Sheet of A Pragmatic Analysis of Maxim Flouting as a Reflection of American Social Issues in *The Simpsons TV Series*

No	Code	Dialogues	Maxim Flouting				Strategy	AI	Explanation
			M Q l	M Q t	M R	M M			
1	S24E1/02: 42	BS: I hear tapping from inside. PS: What's going on? G: <b>Well, uh. Let's, uh, all start tapping our toes to the sounds of Scab Calloway and his non-union band.</b>	√				Changing the topic	Nepotism	the dialogue happened when the Governor has a speech in front of Springfield's people. Bart heard tapping in a globe of trash and he expected that there is someone there. The Governor tried to change the topic in order to make people focus on his speech and ignore the tapping sound. In this case, the Governor also used his power to manipulate people's concentration. The dialogue also shows the American issue of Nepotism.

**Note:**

S24E1 : Season 24	G : Governor	Manner
Episode 1	MQI : Maxim of	MR : Maxim of
02:42 : minutes	Quality	Relation
BS : Bart Simpson	MQt : Maxim of	ASI : American
PS : People of	Quantity	Social
Springfield	MM : Maxim of	Issues

**D. Data Collecting Techniques**

In this research, the researcher applied the technique of *Simak dan Catat* (Rahardi, 2005:15). The steps in collecting the data were:

1. downloading the movie and the transcription;
2. checking both movie and transcription in order to have exact data;
3. watching the movie comprehensively in order to achieve a deep comprehension;
4. parting down into several scenes, acts and minutes;
5. reading and note taking the transcription of the movie many times to determine utterances that can be taken into data sheet;
6. checking the accuracy of the transcription as well as the context utterances;
7. selecting the data from *The Simpson TV Series* which were in accordance with the objectives of the study;
8. refitting the collected data; and
9. recording data into the data sheet.

## E. Data Analysis

The data analysis is done in qualitative ways. Relatively they are done in pragmatics analysis and supported by discourse analysis. The steps to analyze the data which were taken are:

1. making the written transcriptions of some episodes of *The Simpsons TV Series* (in conversations model).
2. analyzing the conversations.

In conversation analysis, the researcher will:

- a. describe and explain the ways in which the conversation works.

That is adopted after Nunan "Conversation analysts attempt to describe and explain the ways in which conversation work. The central question is: 'How is it that the conversational participants are able to produce intelligible utterances, and how they are able to interpret the utterances of others'" (1993:84).

- b. take the data from naturally occurring instances of everyday interaction

"Ethno methodologists insist that data should be derived from naturally occurring instances of everyday interaction" (Nunan, 1993:85).

- c. select the data

In order to focus and keep the fine of the data, the researcher will select the data.

3. identifying the flouting maxims of cooperative principles used by the main characters in *The Simpsons TV Series*.
4. performing the depth of the strategies of maxim flouting used by the main characters in *The Simpsons TV Series*.

5. describing kind of American social issues reflected through maxim flouting in *The Simpsons TV Series*.

#### **F. Data Trustworthiness**

Data trustworthiness is needed to test the trustworthiness of the data analysis. The data analysis is done as the steps which were explained above. Those are done based on preceding theory related to the study. They are under linguistics theory. The result of the data is taken after the data analysis and becomes the conclusion of this research. The researcher also encloses the evidences accurately from the trusted sources of knowledge. “In fact, the provision of an appropriate context requires a reasonable of ingenuity” (Nunan, 1993: 64).

Triangulation techniques are divided into three categories, i.e. by observer, theory and source triangulation. Observing triangulation is the way to make data trustworthy by obtaining supervisor agreements. Theory triangulation is used to validate the data findings by using more than one theory. In doing triangulation, the researcher had a routine consultation to her two thesis consultants. They were Dr. Margana, M.Hum, M.A. the first supervisor and Titik Sudartinah, M.A. the second supervisor. Meanwhile, the researcher asked a favor to her three classmates to check the completion of the theories and the findings in the data sheets.



## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

As mentioned in the first chapter, this research has three objectives, i.e. identifying the types of maxim flouting used by the main characters *The Simpsons TV Series*, describing the strategies of Maxim Flouting used by the main characters in *The Simpsons TV Series*, and describing the American social issues reflected through Maxim Flouting in *The Simpsons TV Series*. This chapter is divided into two parts, they are findings and discussion. The findings present and describe the data in the form of dialogues taken from *The Simpson TV Series*. In the discussion section, there is the explanation and description of the findings and results of the data analysis.

#### **A. Findings**

##### **1. Types and Strategies of Maxim Flouting**

It is found that in their interactions, *The Simpsons TV Series*' characters flout the maxims of Cooperative Principles. The characters also use the strategies to flout the maxim. The table below is presented to show the maxim flouting of Cooperative Principle and the strategies used by the characters to flout the maxims.

Table 2. The Findings of the Types and Strategies of Maxim Flouting

No.	Maxim Flouting	Startegy	Frequency	Percentage (%)
1.	Flouting of Quantity Maxim	a. Giving too much information	2	6.67
		b. Giving too little information	3	10
2.	Flouting of Quality Maxim	a. Hyperbole	5	16.67
		b. Metaphor	2	6.67
		c. Irony	4	13.33
		d. Banter	1	3.33
		e. Sarcasm	3	10
3.	Flouting of Relation Maxim	a. Changing the topic	2	6.67
		b. Giving irrelevant answer	4	13.33
4.	Flouting of Manner Maxim	a. Giving ambiguous information	1	3.33
		b. Being not brief	3	10
Total			30	100

From Table 2, it is seen that all the maxims of Cooperative Principles have been flouted. They are the Maxim of Quality, the Maxim of Quantity, the Maxim of Relation and the Maxim of Manner. The frequency of all categories can be sorted from the highest and lowest frequency. First, there is Flouting of Quality Maxim that occupies the highest frequency. It shows that the characters give the strategies of Flouting of Quality Maxim in their utterances to reflect the American social issues. There are 15 cases out of 30 or 50%. The second

place is Flouting of Relation Maxim which has 6 cases out of the total or 20%. There is Flouting of Quantity Maxim in the next position with 5 cases or 16.67%. Flouting of Manner Maxim is the least maxim that the characters flout with 4 cases or 13.33%. It shows that the people in America choose to speak straight forward rather than being not brief or giving ambiguous information. However, the Flouting of Manner Maxim does exist in the society.

According to the table, Maxim Flouting by using Hyperbole appears in the highest frequency (5 cases or 16.67%) among the 30 total cases. It shows that the characters exaggerate their utterance that distorts facts by making them much bigger than they are if looked at objectively. Maxim Flouting by giving irrelevant answer are 4 cases or 13.33% out of the total. There are also 4 cases or 13.33% of Irony. Next, Maxim Flouting by giving too little information, sarcasm and being not brief has the same frequency which is 3 cases or 10%. There are Maxim Flouting by giving too much information, metaphor, and changing the topic in the next position with 2 cases or 6.67% for each. The last is positioned by banter and giving ambiguous information which appears only a single time or 3.33% of the total.

## 2. American Social Issues Reflected in *The Simpsons TV Series*

Table 3. The Findings of American Social Issues in *The Simpsons TV Series*

No.	Categories	Frequency	Percentage (%)
1.	Capitalism	9	30
2.	Nepotism	5	16.67
3.	Libel	1	3.33
4.	Offensive joke	10	33.33
5.	Labor Right	5	16.67
<b>Total</b>		<b>30</b>	<b>100</b>

The very first position conveys that the highest frequency of American social issues reflected in *The Simpsons TV Series*'s characters is Offensive joke which occurs in 10 cases or 33.33% out of total 30 cases. The second position is Capitalism which has 9 cases or 30% of the total. The third position, there are 5 cases or 16.67% of Nepotism category and also Labor right category with the same frequency. Next, libel category is the least with only 1 case or 2.94% out of the total cases. Libel has only one case reflected in the utterance; it rarely happens in the society but it exists.

### B. Discussion

The finding tables show all types of maxim flouting, the strategies and the American social issues. The more specific discussions over the findings are presented below.

## 1. The Types and Strategies of Maxim Flouting Presented in *The Simpsons TV Series*

There are four types of maxim flouting found in the research. They are flouting of quantity maxim, quality maxim, relation maxim and manner maxim. The following discussions explain one by one the types of the maxim flouting.

### a. Flouting of Quantity Maxim

Flouting of quantity maxim happens when the speaker is giving too little information or too much information. Here is an example of maxim flouting by giving too little information.

- 4.1    HS    : Son, you can dial down the crazy. Your mother and I talked about it, and we found a way to get to New York. It's all set, boy. To save money, we're swapping houses.  
          BS    : but don't the people wreck your house when they stay in it?  
          HS    : **I didn't say I swapped our house.**

(Datum S24E01/09:04)

The dialogue happens in Bart's room. Homer talks to Bart about their planning going to New York, he gives less information about swapping houses. Homer flouts the maxim of quantity. He rather to choose to flout the maxim in this conversation. He does not want to say the whole information to his son.

- 4.2    BS: Mom, I'm so glad you're alive.  
          HS: Were you worried about me, boy?  
          BS: **Sure, why not?**

(Datum S24E11/06:36)

The dialogue happens after the disaster. Bart, Marge (Bart's mother) and Homer (Bart's father) are being victims of tornado. Bart Simpson flouts the

maxim of quantity by giving too little information. When Homer Simpson asks him whether he was worried or not, Bart answers too short with flat tone. Besides, Homer expects Bart to worry about him. It also shows offensive joke between father and son.

The second reason why speaker flouts the maxims of quantity is giving too much information. Here are some phenomena presented in *The Simpson TV series*.

4.3 MC :**Welcome to the Montgomery Burns Prize, rewarding excellence, in the field of alternative energy. Local investors are vying for a million dollar stipend donated by T. Montgomery Burns, as part of a court settlement for causing one billion dollars of environmental damage.**

MG : Shoo. Go have one of your enormous litters.

(Datum S24E08/00:08)

The dialogue happens in an event held by Montgomery as the owner of the Springfield's factory. The Master of Ceremony flouts the maxim of quantity by giving too much information about Montgomery. He explains too much about the good advantages given by Montgomery to the people of Springfield. In the end of his speech, he also tells about the environmental damage caused by Montgomery's factory but he does not tell much about it. To highlight flouting of quantity maxim by giving too much information presented in the film, the researcher gives more example below.

4.4 MH: This just became a tree house of horrors (walk out from the tree house and fall)

Whoa!

**It's okay! I landed on a mattress!**

(Datum S24E03/12:01)

The setting of the utterance is in the Bart's yard, in a tree house. Bart, Milhouse (Bart's friend) and some other friends are talking about their plan. In the middle of the conversation, Millhouse walks out the tree house and falls. Milhouse flouts the maxim of quantity by giving too much information. His friends do not ask about what happen to him, but he explains it too much. His utterance also shows offensive joke. He landed on Bart's granpa but he said that he landed on a mattress.

#### **b. Flouting of Quality Maxim**

The speaker flouts the maxim of quality by giving hyperbole, metaphor, irony, banter and sarcasm expression.

Hyperbole is an exaggerated language that distorts facts by making them much bigger than they are if looked at objectively. When the speakers speak more than it is necessary, they flout the quantity maxim. Hyperbole can be used to reduce degrees of intensity in the expression. Here are some examples of hyperbole expression in the film.

- 4.5 S : Hello, Ma'am. Are you and your husband here to look for a new car?  
 MS : No, I'm here to buy one myself.  
 S : Uh-huh (Change the price, higher than before). Well I think the Tissan Sensibla is the car for you. **It's got all the features that a modern women wants, including all manner of makeup mirror.**

(Datum S24E03/05:39)

The dialogue occurs in car dealer. Marge wants to buy a car and the seller offers the Tissan Sensibla. The seller flouts the maxim of quality and uses hyperbole expression to show that the car has deserved to belong to. He said that the car is got all the features that a modern women wants, in fact not all

women's wants is in the car. The seller uses hyperbole expression to give a good impression to the buyer which in this dialogue is Marge. The goal is Marge buys the car. Here is the other example of hyperbole.

4.6 TE: **Busboy, that breadbasket napkin's so opened up, you can see everything! Disgusting! You're fired!**

TS: hey, you can't do that! I just turned sweet on him! Yeah!

TE: Be sweet on him in your own sweet time!

(Datum S24E04/10:01)

The dialogue happens in a restaurant when the employer talks to Abe as the employee. The employer watches Abe walks down to the hall of the restaurant with a basket of bread and a napkin to cover it. The employer flouts the maxim of quality by giving hyperbole statement. He says that people can see everything in the basket, in fact the napkin is not really opened. The utterance shows that the employer tried to find a mistake from the employee to fire him.

4.7 AS: I was working **long hours** at the Springfield Factory. Oh, I was **so tired** when I got home. The, little Homer would start crying and crying, but Bongo knew just what to do.

(Datum S24E08/08:02)

The setting of the dialogue is in the restaurant at evening Abraham J. Simpson (Abe) tells a story to the singer about his son and his dog. In this dialogue, Abe flouts the maxim of quality by giving hyperbole expression. He uses *long* and *so* which are hyperbole expression to emphasize the situation.

Maxim of quality is also flouted by a speaker when the speaker gives metaphor expression. Metaphor is word or phrase to indicate something different from the literal meaning. Here are some of the examples.



- 4.8 MS : Darn car won't start.  
 HS : Let **Automobile Von Bismarck** give it a try (start the engine, it works) Well..  
 MS : Hmm. Well, it wouldn't start for me.

(Datum S24E03/07:11)

The setting of the dialogue is in the yard when Marge is trying to start the engine but it does not work. Then Hommer comes from the house to help his wife. When Homer give it a try, the engine starts smoothly. He flouts the maxim of quality by using the metaphor expression (names himself as Automobile Von Bismarck). He uses methapor to parody the name of nineteenth century German statesman Otto Von Bismarck. Another example of metaphor can be found in the datum followed.

- 4.9 Chucky : **Time** is money.  
 Woman : Money is **money**.  
 LS : And money is **college**, which can lead to more money someday, but who knows anymore.

(Datum S24E04/11:19)

The speakers flout the maxim of quality by giving metaphor. They equal money with time and college. This utterance also shows capitalism issue which Lisa is the capitalist. She wants to get profit as much as possible by entering a college. She thinks that the better college she can apply the higher profit she can get.

The third expression used by the speaker to flout the maxim of quality is irony. Irony is expression of one's meaning by saying something, which is forceful. By saying the opposite of what speaker means, flouting of quality maxim shows that speaker can directly convey their intended meaning. The examples are in the following.

- 4.10 SM : The product you hold is like a **giant expensive smartphone that can't call anyone – it's that incredible**. Now press the “submit” icon, and agree to buy all our future products. And we're gonna be making a lot of stuff. Submit. Submit.
- HS : I don't know, I..
- SM : Submit.
- HS : I don't want to..
- SM : or you could buy something from Hewlett-Packard.
- HS : I submit! I submit!
- SM : Yes! Yes..

(Datum S24E06/06:45)

It is a video on Hommer's new smartphone. When he is starting the smartphone then the video is playing. The video is about the smartphone told by the owner, Steve Mobbs. Steve Mobbs as the owner of a gadget company flouts the maxim of quality by giving irony. He explains about how incredible the smartphone but the other hand he says that the smartphone can not call anyone. People know that smartphone is a telecommunication tool to connect someone in any places. This utterance also shows the parody of Steve Jobs as the CEO of Apple. Homer is parodying a smartphone with wifi only which means the user cannot call anyone with the smartphone. Here is the other example of irony expression.

- 4.11 Neighbor : Luanne and I have gone through some rough patches, so to be seen as stable enough to raise your kids, well, it would be an honor.
- Luanne : **You know what else to be an honor? Having a husband who asks my opinion before inviting in three more mouths he can't feed.**

(Datum S24E11/08:40)

This dialogue happens between Simpson's neighbor dan his wife. Neighbor's wife (Luanne) flouts the maxim of quality by giving irony statement. She asks about being an honor, in the same time she complains her

husband about never asking opinion. She wants to say that her husband never asks her opinion. The other example is in the following.

- 4.12 Mary : I'll see you later, Bart.  
 BS : Mary, are you okay?  
 Mary : Sure. **Everything's fine.**  
 BS : At that moment, I had a vision of everytime in my life an angry woman would say **"Everything's fine"**

(Datum S24E12/09:48)

The setting of the conversation is in a cinema. Bart and Mary are watching a movie. Bart asks Mary because she looks so sad. Mary flouts the maxim of quality by giving irony statement. She said that everything is fine, in fact she felt that everything is not fine. Irony also can be shown by naming. This is the example.

- 4.13 MS : Homie, I want another baby.  
 HS : What about, you know, **"Stinky"**?  
 MS : Maggie's is not a baby! Her soft spot's been skulled over for the last three months!

(Datum S24E03/09:12)

Homer and Marge are having a conversation before going to bed. They have a different perspective about children. Homer rather to show the negative feeling of having a child, while Marge gives the positive one. Homer flouts the maxim of quality, he names his daughter as "Stinky". His utterance also shows offensive joke, he thinks that baby is stinky so he calls his little daughter as "Stinky".

Giving a sarcasm also can be a reason to flout the maxim of quality. Sarcasm occurs when a speaker says something that is opposite of what is

appropriate and usually in a derisive or mocking tone. Here are some examples related to the phenomena.

- 4.14 MH : what's it say?  
 BS : "The five boxing wizards jump quickly." Whoa. My sister's finally become..mildly interesting.  
 MH : sounds like a case for the "Detecti-pals"  
 Taxi!  
**Ah, they never stop for blue-head.**

(Datum S24E03/05:20)

The dialogue takes place on the highway when Milhouse and Bart want to stalk Lisa. Milhouse tries to stop the taxi but the taxi is not stop because he thinks that he has a blue-head which is his natural appearance. He gives a sarcasm humor to down himself about his appearance. This humor shows sarcasm and racial discrimination. Another example of giving sarcasm is in the following.

- 4.15 HS : Aah! Oh! I'd like to buy back my sample.  
 Couple : Are you saying..our sample came from you?  
 Here, it's yours. We don't need it.  
 HS : Well, I expected a little argument.  
 Couple : **No, no, no, look in the mirror – that's your argument.**  
 HS : Geez, I mean, I'm not Luiz Guzman, but I'm alright.  
 (Datum S24E03/19:28)

The dialogue happens in a sperm bank where Homer sells his sperm and he wants to buy it back. The couple who bought the sperm flouts the maxim of quality by using sarcastic utterance. The utterance shows that Homer is ugly and the couple will not buy the sperm which belongs to Homer. This utterance also shows the offensive joke. The utterance mocks Homer's physical appearance.

### c. Flouting of Relation Maxim

The maxim of relation of cooperative principles can be flouted by changing the topic and giving irrelevant answer. Here are the examples of maxim flouting of relation by changing the topic.

- 4.16 BS : I hear tapping from inside.  
 PS : What's goin' on?  
 G : **well, uh, let's, uh, all start tapping our toes.**  
 (Datum S24E01/02:41)

The dialogue happens when the Governor has a speech in front of Springfield's people. Bart heard tapping in a globe of trash and he expected that there is someone there. The Governor tried to change the topic in order to make people focus on his speech and ignore the tapping sound. In this case, the Governor also used his power to manipulate people's concentration. The dialogue also shows the American social issue of Nepotism. This another example is in the following.

- 4.17 Man : Sir, the insta-polls are in. You're just digging yourself deeper.  
 MG : Well, then let me just say this Marco Rubio..  
 Man : I'm afraid you just made things even worse.  
 MG : How? Why?  
 Man : You just said Marco Rubio is a pink handkerchief.  
 MG : **This public announcement is over. Execute the cameraman.**  
 (Datum S24E08/19:57)

The dialogue happens when Montgomery takes a scene about public announcement. He flouts the maxim of relation by changing the topic. He does not want the hearers realize what he accidentally talked about. This utterance also shows nepotism issue where people who has power could do

anything they want. In this dialogue, Montgomery tries to save his name by asking someone to execute the cameraman.

The second strategy which can flout the maxim of relation is giving irrelevant answer. Here is the example.

- 4.18 TM : Sir, the car is fine. Can I be straight with you?Mm-hmm..As a mechanic, I'm not qualified to judge mental health..  
 HS : So you're not totally unqualified.  
 TM : I think the problem is in your wife's head.  
 HS : Mm-hmm  
 TM : There's a psychological reason why she hates this car.  
 HS : Oh, reason? What could it be?  
 TM : I'm sorry but there's **no diagnostic computer for female mind.**

(Datum S24E03/07:40)

The dialogue held in a car repair shop between the machanic and Homer. The mechanic explains that there is no problem with the car. He tries explain to Homer that the problem is in Marge's head. He flouts the maxim of relation by giving irrelevant answer to Homer. His utterance also shows offensive joke. He wants to say that women have a complicated mind and there is no diagnostic computer to understand female's mind. To have a deeper explanation about the maxim flouting of relation, here is the other example.

- 4.19 J: Homer Simpson, you shall receive \$5000 after legal fees.  
 L: Pay up, Krusty.  
 K: **It wasn't even my place! Man, I got a bad lawyer.**

(Datum S24E04/02:25)

The dialogue happens in the court. Homer demands the restaurant because the waitress makes mistake by throwing hot onion rings on Homer's

face. Krusty flouts the maxim of relation by giving irrelevant answer. The utterance also shows libel issue because actually the restaurant is not belonging to Krusty but he has to pay the fine. He tries to explain the right thing but nobody is listening.

#### d. Flouting of Manner Maxim

There are two things that can flout the maxim of manner, being not brief and giving ambiguous information. Here are the examples of being not brief in a maxim flouting of manner.

- 4.20 MS : Homer? How many samples did you sell?  
 HS : Uh..remember that **Corvette** I had?  
 MS : I thought they only paid \$50 a trip.

(Datum S24E03/19:50)

The conversation happens in Homer's room at evening. Marge looks many children on photos of bank sperm's brochure who look like Homer then she is starting the conversation. According to the conversation, Marge wants to know how much samples of sperm did Homer sell because there are many children in the photos who look like him. Homer flouts the maxim of manner by being not brief. He does not answer Marge's question directly. The other example of being not brief is in the following.

- 4.21 HS: Hey Lisa, check out your college fund!  
 LS: You put my college fund on a poker site?!  
 HS: **It's a classy operation. See? The little dealer's wearing a bow tie – cute!**

(Datum S24E04/03:51)

The conversation takes place in Simpson's living room. Homer is carrying a laptop and shows Lisa what he is got. Homer flouts maxim of

manner by being not brief to Lisa. He does not answer Lisa's question directly. He chooses to explain what he sees and try to make Lisa believes that the money is save.

The other way to flout the maxim of manner is by giving ambiguous information. Here is the example of the phenomena in the film.

4.22 MG : And there you have it, folks, rates will rise a healthy 17%. And now to help you disperse..  
 PS : Let me guess, you're going to release the hounds again.  
 MG : **Oh! Don't be silly. Release the radioactive steam**

(Datum S24E10/03:31)

The dialogue happens in the factory's yard when Montgomery as the owner of the factory give a speech to the people of Springfield. In this dialogue, Montgomery flouts the maxim of manner by giving ambiguous information. He says *Don't be silly* but he decides to release the radioactive steam which is more dangerous than releasing the hounds. This utterance also shows capitalism issue. Montgomery is as the capitalist and the people of Springfield is as the customer. Montgomery tries to get profit as much as possible from the people of Springfield.

## **2. American Social Issues Reflected through Maxim Flouting in *The Simpsons TV Series***

In this study, there are American social issues which are presented in *The Simpsons TV Series*' characters conversation. There are capitalism, labor right, nepotism, offensive joke and libel.

American people are popular with their rush hours. A tight schedule on their daily activities is a picture of surviving process as a paramount demand



of fulfilling their own needs. As a result, the survivor is that adaptable and smart workaholic. This habit is a response to the recent influential issue, capitalism. Here are the examples of capitalism presented in the maxim flouting which occurs in the conversation.

4.23 Chucky : Time is money.  
 Woman : Money is money.  
 LS : **And money is college, which can lead to more money someday**, but who knows anymore.

(Datum S24E04/11:19)

The conversation happens in Simpsons' living room. Lisa hears the argument about time and money so that she has her own opinion about time and money related to college. This utterance shows capitalism issue which Lisa is the capitalist. She wants to get profit as much as possible by entering a college. She thinks that the better college she can apply, the higher profit she can get. The other example of capitalism is in the following.

4.24 MG : And there you have it, folks, rates will rise a helathy 17%.  
 And now to help you disperse..  
 PS : Let me guess, you're going to release the hounds again.  
 MG : **Oh! Don't be silly. Release the radioactive steam**

(Datum S24E10/03:31)

The dialogue happens in the factory's yard when Montgomery as the owner of the factory give a speech to the people of Springfield. This utterance shows capitalism issue. Montgomery is as the capitalist and the people of Springfield is as the customer. Montgomery tries to get profit as much as possible from the people of Springfield.

The second American social issue in the film is labor right. Labor issue is emerging because laborers have to face many problems. Some of them are verbal and sexual abuse during working, minimum wage and overtime job. Frequently, owners of the means of production are not expected to create products and hire laborers for the social good, but rather as a means of creating profit and accumulating further capital for their own self-interest. This leads to a system in which the capitalist strive to keep the costs of production down in order to maximize profit, even if it results in low wages for the laborers. In line with the owners, laborers are also act in their self-interest, selling their time, energy, and skills not for the social good but instead for the highest possible wage.

Laborers in United States of America have many problems, but many people work as labor. This phenomenon happens because of two reasons. The first reason is dealing with the social class. United States of America is a society with no social class consideration. It is promising for laborers that they have chance to be independent, to get up from their class. Moreover, there are many lands to work on. Thus, laborers have a great chance to pursuit their happiness. It is a time to change their miserable life from being a working class or blue-collar class to be a white-collar class.

The second reason is dealing with sovergnity. American laborers do not have to struggle for their basic political rights as hard as Europe laborers do. Right to choose and right of citizenship are given free. This right of citizenship is profitable for laborers for its labor protection. It is proven that

United States of America puts the concern about laborers by creating some amendment about protection for labor. Here are the examples.

- 4.25 MS : Let me get this straight. None of you have time to take out the garbage?  
 HS (Royal Family) : **Make Egyptian slave Homer do it.**  
 HS (Egyptian slave) : **It's always me.**

(Datum S24E02/20:41)

The conversation takes place in Simpsons' living room. There are many Homers from different era. It happens because the black hole is open so that ancient people and future people can go to the present time. Marge asks to Homers about who is going to take out the garbage, but Royal Homer does not answer the question straight. He asks Egyptian slave Homer to take out the garbage. Royal Homer's utterance is not only being not brief, but also shows the labor right issue. This shows racial discrimination to Egyptian slave. The other example of labor right is in the following.

- 4.26 AS: I was **working long hours** at the Springfield Factory. Oh, I was **so tired** when I got home. The, little Homer would start crying and crying, but Bongo knew just what to do.

(Datum S24E08/08:02)

The setting of the dialogue is in the restaurant at evening Abraham J. Simpson (Abe) tells a story to the singer about his son and his dog. The utterance shows labor right issue. Labors use to work overtime to earn much more money. In this context, Abe is the labor and the owner of the factory is the capitalist.

The third issue is nepotism. Nepotism is favoritism showed to relatives, to people of the same ethnic orientation, and to people of the same sex,

gender, belief, political party and associations. This is immoral for its allowance to certain administrative areas such as recruitment, promotions, rewards, transfers, and placing. Furthermore, nepotism happens when someone in a family has made a powerful name for themselves. Thus, the new family members that follow do not have to work as hard as to get into the business because the door has already been opened. From these two definitions, it can be concluded that nepotism might be good for the family members or best friends regarding to job seeking. This action influences the quality of the chosen people. It is known that being employed in certain position needs many requirements. Ironically, some people do not have to work hard to fulfill the requirements as long as they are family members or best friends of the influential people in the firm. This is unfair for the people who have tried best, but they fail because the family members have placed the position. Here are the examples.

4.27 R: Mr. Mayor, what's your administration doing to ensure there's no panic?

M: **I don't know. What is your administration doing?**

(Datum S24E09/14:25)

This dialogue happens when the reporter asks the mayor about the action to ensure there is no panic in Springfield. Instead of answering the question, the mayor chooses to give the question back to the reporter. It shows maxim flouting of quality by giving sarcasm expression. It also shows nepotism issue. As the mayor of Springfield, he should give action when anything happens in Springfields. The mayor has a power to do anything he wants. In

this case, he chooses to use the power to shut the reporter up. The other example of utterance reflected nepotism is in the following.

- 4.28 Man : **Look. I'll give you each \$1,000 if you pretend to let that old man out there stop this crime**  
 Robber : Mm  
 Seller : Mm  
 MG : Feel the crumbling fist of justice!  
 Robber : Ouchers. Oh, dear.

(Datum S24E16/10:28)

The conversation takes place in a minimarket at evening. The man is the assistant of Montgomery. He comes to the robber and the seller to offer them money. This utterance shows nepotism issue. The man would pay the robber to do something he wants.

The next issue reflected in the maxim flouting of the characters' utterance is offensive joke. Here are the examples occurred.

- 4.29 MS: Darn car won't start.  
 HS: Let **Automobile Von Bismarck** give it a try (start the engine, it works) Well..  
 MS: Hmm. Well, it wouldn't start for me.  
 (Datum S24E03/07:11)

Marge tries to start the engine but it does not work. When Homer give it a try, the engine starts smoothly. He flouts the maxim of quality by using the expression (names himself as Automobile Von Bismarck). The utterance also shows offensive joke. He uses methapor to parody the name of nineteenth century German statesman Otto Von Bismarck.

The last issue that occurred in the conversation of the film is libel. Media in America has influenced people daily life to provide news and recent

discussion. However, there is some news that are issued untruthfully. The existence of this news brings the readers into bias information whereas the object of the news is very suffered by the negative society perception, which takes an impact to their career. This kind of news is labelled as libel. The researcher only found one phenomanon in the film. Here is the example reflected libel issue.

4.30 J : Homer Simpson, you shall receive \$5000 after legal fees.

L: Pay up, Krusty.

**K: It wasn't even my place! Man, I got a bad lawyer.**

(Datum S24E04/02:25)

The dialogue happens in the court. Homer demands the restaurant because the waitress makes mistake by throwing hot onion rings on Homer's face. Krusty flouts the maxim of relation by giving irrelevant answer. The utterance also shows libel issue because actually the restaurant is not belonging to Krusty but he has to pay the fine. He tries to explain the right thing but nobody is listening.

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### A. Conclusions

According to the findings and discussions in the previous chapter, some conclusions can be drawn related to the formulation of the problems and the objectives of the study. It can be concluded as follows.

First, related to the objective of the research that is to identify the types of maxim flouting in *The Simpsons TV Series*, the researcher found that all maxims of cooperative principles are flouted by the characters of the film. The maxims are maxim of quantity, quality, relation and manner. Flouting of quality maxim that occupies the highest frequency. It shows that the characters rather to give the strategies of flouting of quality maxim in their utterances to reflect the American social issues. The second place is flouting of relation maxim. The third place is flouting of quantity maxim. However, flouting of manner maxim has the least frequency of all. It shows that the people in America tend to speak straight forward rather than being not brief or giving ambiguous information. However, the flouting of manner maxim does exist in the society. The maxims of cooperative principles are broken when the characters flout one or two sub-maxims of the four maxims.

Second, related to the objective of the research that is to describe the strategies of Maxim Flouting used by the main characters in *The Simpsons TV Series*, the researcher found that all strategies are used by the characters to flout

the maxims of cooperative principles. Maxim flouting by using hyperbole expression appear in the highest frequency which shows that the characters exaggerate their utterance that distorts facts by making them much bigger than they are if looked at objectively. The characters rarely flout the maxim by banter and giving ambiguous information. It shows that the characters' utterances depend on the American culture which rather to speak straightly than giving ambiguous information or by using banter expression.

Third, related the objective of the research that is to describe kind of American social issues reflected through Maxim Flouting in *The Simpsons TV Series*, the researcher found that all of the maxim flouting data reflecting American social issues in 1980s which are capitalism, labor right, nepotism, offensive joke and libel. The American social issues in the era influence the utterances of the characters who presented American people in 1980s.

In summary, analyzing cooperative principles of *The Simpsons TV series'* characters conversation gives a deeper knowledge on their social system in general and the American social issues in specific. The cooperative principles are used to define which conversations observe the maxim and which do not. The maxims that are flouted are the main data that are used to find out the American social issues because there are some implied intention behind the offences.



## **B. Suggestions**

In accordance with the results of the study, the researcher would like to give some suggestions to several groups of people so that the next other studies would be better by learning from this research's imperfectness.

### **1. To the reader**

Maxim flouting of cooperative principles is uncommon phenomena in a conversation because most of the conversation obeys the maxims. The implied intention behind the flouted maxim varies. It can reflect the response to the social conditions, culture and ideology. The participants must pay attentions to the context: where and when the conversation happens, what the purpose of the conversation, who the participants are.

### **2. To the students of English Language and Literature**

American social issues which are capitalism, nepotism, labor right, offensive joke and libel as some of the social system of society can be seen in the behaviour and language use of the people who live there. By reading this research, it is expected that the students consider the language use of the literature products to understand the social system since they pay more attention in the behaviour and action of the society than analyzing the social system based on the language use or linguistic point of view.

### **3. To the future researcher**

This research shows that pragmatics is not only used to analyze the meaning based on the contextual interpretation but also it can be used to see the social conditions where and when the conversation happens. Nevertheless, the

research is still lack of some significant notions of linguistics and literature analysis due to the limitation of the researcher. The further linguistic study on speech act of the characters' utterances is needed since the researcher found many indirectness speeches. Besides, other issues are found in the film, such as gun right and gender. Those of study are important to the improvements of not only pragmatic study but also linguistic study. Hopefully other language researchers are motivated to investigate more on the similar field with better quality and more significant results.

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## APPENDIX A

### DATA SHEET OF A PRAGMATIC ANALYSIS OF MAXIM FLOUTING AS A REFLECTION OF AMERICAN SOCIAL ISSUES IN *THE SIMPSONS TV SERIES*

**Note:**

S24E01 : Season 24 Episode 1	PS : People of Springfield	MH : Millhouse	MC : Master of ceremony
MQl : Maxim of Quality	G : Governor	TE : The employer	MG : Montgomery
MQt : Maxim of Quantity	HS : Homer Simpson	TS : The singer	R : The reporter
MR : Maxim of Relation	MS : Marge Simpson	LS : Lisa Simpson	M : Mayor
MM : Maxim of Manner	S : The seller	AS : Abraham J. Simpson (Abe)	
BS : Bart Simpson	TM : The mechanic	SM : Steve Mobbs	

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQl	MQt	MR	MM			
1	S24E01/02:41	BS: I hear tapping from inside. PS: What's goin' on? G: <u>well, uh, let's, uh, all start tapping our toes.</u>			√		Changing the topic	Nepotism	The dialogue happens when the Governor has a speech in front of Springfield's people. Bart heard tapping in a globe of trash and he expected that there is someone there. The Governor tried to change the topic in order to make people focus on his speech and ignore the tapping sound. In this case, the Governor also used his power to manipulate people's concentration. The dialogue also shows the American issue of Nepotism.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
2	S24E01/09:04	<p>HS: Son, you can dial down the crazy. Your mother and I talked about it, and we found a way to get to New York. It's all set, boy. To save money, we're swapping houses.</p> <p>BS: but don't the people wreck your house when they stay in it?</p> <p>HS: <u>I didn't say I swapped our house.</u></p>		√			Giving too little information	Capitalism	Homer talks to Bart about their planning going to New York, he gives less information about swapping houses. Homer flouts the maxim of quantity and also he becomes the capitalist by getting profit from someone else who does not know anything about the plan. In this case, the labor is his neighbor who has the house.
3	S24E02/20:41	<p>MS: Let me get this straight. None of you have time to take out the garbage?</p> <p>HS (Royal Family): <u>Make Egyptian slave Homer do it.</u></p> <p>HS (Egyptian slave): <u>It's always me.</u></p>				√	Being not brief	Labor Right	Marge asks to Homers about who is going to take out the garbage, but Royal Homer does not answer the question straight. He asks Egyptian slave Homer to take out the garbage. Royal Homer's utterance is not only being not brief, but also shows the labor right issue. This shows racial discrimination to Egyptian slave.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
4	S24E03/05:20	MH: what's it say? BS: "The five boxing wizards jump quickly." Whoa. My sister's finally become..mildly interesting. MH: sounds like a case for the "Detecti-pals" Taxi! <u>Ah, they never stop for blue-head.</u>	√				Sarcasm	Offensive Joke	The dialogue takes place on the high way when Milhouse and Bart want to stalk Lisa. Milhouse tries to stop the taxi but the taxi is not stop. This humor shows sarcasm and racial discrimination.
5	S24E03/05:39	S: Hello, Ma'am. Are you and your husband here to look for a new car? MS: No, I'm here to buy one myself. S: <u>Uh-huh (Change the price, higher than before). Well I think the Tissan Sensibla is the car for you. It's got all the features that a modern women wants, including all manner of makeup mirror.</u>	√				Hyperbole	Capitalism	The dialogue occurs in car dealer. Marge wants to buy a car and the seller offers the Tissan Sensibla. The seller flouts the maxim of quality and uses hyperbole expression to show that the car has deserved to belong to. His utterance also shows capitalism issue. He changes the price higher than before after he knows that Marge comes to the dealer by herself. He expected that he could get much profit from Marge who comes without her husband. The seller is the capitalist and Marge is the customer.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ I	MQ t	MR	M M			
6	S24E03/07:11	MS: Darn car won't start. HS: <u>Let Automobile Von Bismarck give it a try (start the engine, it works) Well..</u> MS: Hmm. Well, it wouldn't start for me.	√				Metaphor	Offensive Joke	Marge tries to start the engine but it does not work. When Homer give it a try, the engine starts smoothly. He flouts the maxim of quality by using the expression (names himself as Automobile Von Bismarck). The utterance also shows offensive joke. Homer is parodying Otto Von Bismarck by saying <i>Automobile Von Bismarck</i> .
7	S24E03/07:40	TM: Sir, the car is fine. Can I be straight with you?Mm-hmm..As a mechanic, I'm not qualified to judge mental health.. HS: So you're not totally unqualified. TM: I think the problem is in your wife's head. HS: Mm-hmm TM: There's a psychological reason why she hates this car. HS: Oh, reason? What could it be? TM: <u>I'm sorry but there's no diagnostic computer for female mind.</u>			√		Giving irrelevant answer	Offensive Joke	The dialogue held in a car repair shop. The mechanic explains that there is no problem with the car. He tries explain to Homer that the problem is in Marge's head. He flouts the maxim of relation by giving irrelevant answer to Homer. His utterance also shows offensive joke. He wants to say that women have a complicated mind and there is no diagnostic computer to understand female's mind.



No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
8	S24E03/09:12	MS: Homie, I want another baby. HS: <u>What about, you know, “Stinky”?</u> MS: Maggie’s is not a baby! Her soft spot’s been skulled over for the last three months!	√				Banter	Offensive Joke	Homer flouts the maxim of quality, he names his daughter as “Stinky”. His utterance also shows offensive joke, he thinks that baby is stinky so he calls his little daughter as “Stinky”.
9	S24E03/12:01	MH: This just became a tree house of horrors (walk out from the tree house and fall) <u>Whoa!</u> <u>It’s okay! I landed on a mattress!</u>		√			Giving too much information	Offensive Joke	Milhouse flouts the maxim of quantity by giving too much information. His friends do not ask about what happen to him, but he explains it too much. His utterance also shows offensive joke. He landed on Bart’s granpa but he said that he landed on a mattress.
10	S24E03/19:28	HS: Aah! Oh! I’d like to buy back my sample. Couple: Are you saying..our sample came from you? Here, it’s yours. We don’t need it. HS: Well, I expected a little argument. Couple: <u>No, no, no, look in the mirror – that’s your argument.</u> HS: Geez, I mean, I’m not Luiz Guzman, but I’m alright.	√				Sarcasm	Offensive Joke	The dialogue happens in a sperm bank where Homer sells his sperm and he wants to buy it back. The couple flouts the maxim of quality by using sarcatic utterance. The utterance shows that Homer is ugly and the couple will not buy the sperm which belongs to Homer. This utterance also shows the offensive joke. The utterance mocks Homer’s physical appearance.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
11	S24E03/19:50	<p>MS: Homer? How many samples did you sell?</p> <p>HS: <u>Uh..remember that Corvette I had?</u></p> <p>MS: I thought they only paid \$50 a trip.</p>				√	Being not brief	Labor Right	<p>According to the conversation, Marge wants to know how much samples of sperm did Homer sell because there are many children in the photos who look like him. Homer flouts the maxim of manner by being not brief. He does not answer Marge's question directly. He rather to answer with the brand of a car, Corvette, which has something special such as fast, expensive, limited seating, lifestyle, etc. In this context, Corvette means something expensive and Homer likes to show Marge that his sperm is expensive. This utterance also shows labor right issue by talking about fees. Marge says that Homer's sperm is paid in low price which is one of the issue in labor right (paid in low price).</p>

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
12	S24E04/02:25	J: Homer Simpson, you shall receive \$5000 after legal fees. L: Pay up, Krusty. K: <u>It wasn't even my place!</u> <u>Man, I got a bad lawyer.</u>			√		Giving irrelevant answer	Libel	The dialogue happens in the court. Homer demands the restaurant because the waitress makes mistake by throwing hot onion rings on Homer's face. Krusty flouts the maxim of relation by giving irrelevant answer. The utterance also shows libel issue because actually the restaurant is not belonging to Krusty but he has to pay the fine. He tries to explain the right thing but nobody is listening.
13	S24E04/03:51	HS: Hey Lisa, check out your college fund! LS: You put my college fund on a poker site?! HS: <u>It's a classy operation.</u> <u>See? The little dealer's wearing a bow tie – cute!</u>				√	Being not brief	Capitalism	Homer flouts maxim of manner by being not brief to Lisa. He does not answer Lisa's question directly. He chooses to explain what he sees and try to make Lisa believes that the money is save. The utteranc also shows capitalism issue. The poker site is the capitalist and Homer is the customer.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
14	S24E04/10:01	TE: <u>Busboy, that breadbasket napkin's so opened up, you can see everything!</u> <u>Disgusting! You're fired!</u> TS: hey, you can't do that! I just turned sweet on him! Yeah! TE: Be sweet on him in your own sweet time!	√				Hyperbole	Labor Right	The dialogue happens in a restaurant when the employer talks to Abe as the employee. The employer flouts the maxim of quality by giving hyperbole statement. He says that people can see everything in the basket, in fact the napkin is not really opened. The utterance also shows labor right issue. The employee can be directly fired by the employer without any right to explain the real condition to the employer.
15	S24E04/11:19	Chucky: Time is money. Woman: Money is money. LS: <u>And money is college, which can lead to more money someday, but who knows anymore.</u>	√				Metaphor	Capitalism	The speakers flout the maxim of quality by giving metaphor. They equal money with time and college. This utterance also shows capitalism issue which Lisa is the capitalist. She wants to get profit as much as possible by entering a college. She thinks that the better college she can apply, the higher profit she can get.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
16	S24E06/06:45	SM: <u>The product you hold is like a giant expensive smartphone that can't call anyone – it's that incredible. Now press the "submit" icon, and agree to buy all our future products. And we're gonna be making a lot of stuff. Submit. Submit.</u> HS: I don't know, I.. SM: Submit. HS: I don't want to.. SM: or you could buy something from Hewlett-Packard. HS: I submit! I submit! SM: Yes! Yes..	√				Irony	Capitalism	Steve Mobbs as the owner of a gadget company flouts the maxim of quality by giving irony. He explains about how incredible the smartphone but the other hand he says that the smartphone can not call anyone. This utterance also shows capitalism issue. Steve Mobbs is the capitalist and Homer as the customer. Steve Mobbs tries to get profit as much as possible by forcing the customer to buy the gadget from his company.
17	S24E06/11:12	Doctor: Homer, you're gonna be fine, but there's no hope for myPad. HS: <u>It still had 88% of its charge.</u>			√		Giving irrelevant answer	Capitalism	The dialogue happens in a hospital. The doctor tells about Homer's condition and the broken myPad. Homer flouts the maxim of relation by giving irrelevant answer. Instead of telling about his condition, he rather to tell about the battery of the broken myPad. Homer also shows capitalism issue. He does not want to incur losses at all about the accident. He still wants his gadget back normally.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
18	S24E08/00:08	MC: <u>Welcome to the Montgomery Burns Prize, rewarding excellence, in the field of alternative energy. Local investors are vying for a million dollar stipend donated by T. Montgomery Burns, as part of a court settlement for causing one billion dollars of environmental damage.</u> MG; Shoo. Go have one of your enormous litters.		√			Giving too much information	Nepotism	The dialogue happens in an event held by Montgomery as the owner of the Springfield's factory. The Master of Ceremony flouts the maxim of quantity by giving too much information about Montgomery. His utterance also shows nepotism issue. He explains too much about the good advantages given by Montgomery to the people of Springfield. In the end of his speech, he also tells about the environmental damage caused by Montgomery's factory but he does not tell much about it.
19	S24E08/08:02	AS: <u>I was working long hours at the Springfield Factory. Oh, I was so tired when I got home. The, little Homer would start crying and crying, but Bongo knew just what to do.</u>	√				Hyperbole	Labor Right	In this dialogue, Abraham J. Simpson flout the maxim of quality by giving hyperbole expression. He uses <i>long</i> and <i>so</i> which are hyperbole expression to emphasize the situation. The utterance also shows labor right issue. Labors use to work overtime to earn much more money.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
20	S24E08/19:57	Man: Sir, the insta-polls are in. You're just digging yourself deeper. MG: Well, then let me just say this Marco Rubio.. Man: I'm afraid you just made things even worse. MG: How? Why? Man: You just said Marco Rubio is a pink handkerchief. MG: <u>This public announcement is over.</u> <u>Execute the cameraman.</u>			√		Changing the topic	Nepotism	The dialogue happens when Montgomery takes a scene about public announcement. He flouts the maxim of relation by changing the topic. He does not want the hearers realize what he accidentally talked about. This utterance also shows nepotism issue where people who has power could do anything they want. In this dialogue, Montogemry tries to save his name by asking someone to execute the cameraman.
21	S24E09/02:13	MS: <u>Keep an eye on the kids, Homer.</u> HS: Can I keep an eye on that kid? He's fabulous. MS: Bart an Lisa. HS: Oh! It's always my kids.		√			Giving too little information	Capitalism	This dialogue happens when Simpson's family goes to the playground. Marge asks Homer to keep an eye on the kids, but she flouts the maxim of quantity by giving too little information. She thinks that Homer knows who the kids are. Homer also shows the capitalist. He wants to keep an eye on a fabulous kid who will give him profit, rather than his own children.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
22	S24E09/14:25	R: Mr. Mayor, what's your administration doing to ensure there's no panic? M: <u>I don't know. What is your administration doing?</u>	√				Sarcasm	Nepotism	This dialogue happens when the reporter asks the mayor about the action to ensure there is no panic in Springfield. Instead of answering the question, the mayor chooses to give the question back to the reporter. It shows flouting of maxim of quality by giving sarcasm expression. It also shows nepotism issue. As the mayor of Springfield, he should give action when anything happens in Springfields.
23	S24E10/03:31	MG: And there you have it, folks, rates will rise a helathy 17%. And now to help you disperse.. PS: Let me guess, you're going to release the hounds again. MG: <u>Oh! Don't be silly. Release the radioactive steam</u>				√	Giving ambiguous information.	Capitalism	In this dialogue, Montgomery flouts the maxim of manner by giving ambiguous information. He says <i>Don't be silly</i> but he decides to release the radioactive steam which is more dangerous than releasing the hounds. This utterance also shows capitalism issue. Montgomery is as the capitalist and the people of Springfield is as the customer. Montgomery tries to get profit as much as possible from the people of Springfield.



No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
24	S24E11/02:02	Man: Don't worry, Marge, we bought <u>a ton of safety gear</u> from a highly respected storm chaser's widow. It's not what you're thinking. He died of a heart attack.	√				Hyperbole	Capitalism	The man flouts the maxim of quality by giving hyperbole expression. He says <i>a ton</i> instead of <i>a lot</i> or <i>many</i> . The utterance also shows capitalism issue. The widow sells her husband's safety gear. The safety gear is not safety anymore because her husband died because of that. It means that the widow sells unsafety gear to get a profit from the man.
25	S24E11/04:30	Man: Oh my God, the twister got Carl, my best friend in the world. I can barely remember what he looks like. HS: <u>He was a black guy, but his voice sounded like a white guy.</u>			√		Giving irrelevant answer	Offensive Joke	In this dialogue, Homer Simpson flouts the maxim of relation by giving irrelevant answer. Literally, the man does not want to say that he forgets his friend physically but Homer directly responses about the man's friend. It also shows offensive joke. In this case, Homer is racist by telling the man about the man's friend physically.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
26	S24E11/06:36	BS: Mom, I'm so glad you're alive. HS: Were you worried about me, boy? BS: <u>Sure, why not?</u>		√			Giving too little information	Offensive Joke	Bart Simpson flouts the maxim of quantity by giving too little information. When Homer Simpson asks him whether he was worried or not, Bart answers too short with flat tone. Besides, Homer expects Bart to worry about him. It also shows offensive joke between father and son.
27	S24E11/08:40	Neighbor: Luanne and I have gone through some rough patches, so to be seen as stable enough to raise your kids, well, it would be an honor. Luanne: <u>You know what else to be an honor? Having a husband who asks my opinion before inviting in three more mouths he can't feed.</u>	√				Irony	Labor Right	This dialogue happens between Simpson's neighbor and his wife. Neighbor's wife (Luanne) flouts the maxim of quality by giving irony statement. She wants to say that her husband never asks her opinion. This utterance also shows labor right. The neighbor is a laborer. He works hard everyday but he cannot give enough money to his family.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
28	S24E12/09:48	Mary: I 'll see you later, Bart. BS: Mary, are you okay? Mary: Sure. Everything's fine. BS: <u>At that moment, I had a vision of everytime in my life an angry woman would say "Everything's fine"</u>	√				Irony	Offensive Joke	Mary flouts the maxim of quality by giving irony statement. She said that everything is fine, in fact she felt that everything is not fine. This also shows offensive joke where Bart's statement gives stereotype to angry women. He thinks that angry women will say <i>everything is fine</i> rather than telling the truth.
29	S24E12/13:45	Receptionist: We'll get right on it, Mr. Simpson. HS: I told you <u>a thousand times</u> , call me Homer.	√				Hyperbole	Offensive Joke	The dialogue happens in a hotel. Homer Simpson flouts the maxim of quality by giving hyperbole statement. He said <i>a thousand times</i> which means many times. This utterance also shows offensive joke. Homer said <i>I told you a thousand times, call me Homer</i> . He asks to call him Homer because they seem close each other which means he waited there too long.

No	Code	Dialogue	Maxim Flouting				Strategy	American Issue	Explanation
			MQ l	MQ t	MR	M M			
30	S24E16/10:28	Man: <u>Look. I'll give you each \$1,000 if you pretend to let that old man out there stop this crime</u> Robber: Mm Seller: Mm MG: Feel the crumbling fist of justice! Robber: Ouchers. Oh, dear.	√				Irony	Nepotism	The dialogue happens when Montgomery pretends to be a superhero. He flouts the maxim of quality by giving irony. He said that he did this (being a superhero) for the shake of justice but he did unfair things to the poeple of Springfield. This utterance shows nepotism issue. The man would pay the robber to do something he wants.
Frequency			15 50 %	5 16.6 7%	6 20 %	4 13.3 3%	Giving too little information : 3 (10%) Giving too much information : 2 (6.67%) Hyperbole : 5 (16.67%) Metaphor : 2 (6.67%) Irony : 4 (13.33%) Banter : 1 (3.33%) Sarcasm : 3 (10%) Changing the topic : 2 (6.67%) Giving irrelevant answer : 4 (13.33%) Giving ambiguous information : 1 (3.33%) Being not brief : 3 (10%)		Capitalism : 9 (30%) Nepotism : 5 (16.67%) Libel : 1 (3.33%) Labor Right : 5 (16.67%) Offensive Joke : 10 (33.33%)
Total			30 100%				30 100%		30 100%

**APPENDIX B**  
**SURAT PERNYATAAN TRIANGULASI**

Yang bertanda tangan di bawah ini:

Nama : Rowiatun Amri Marhamah, S.S.

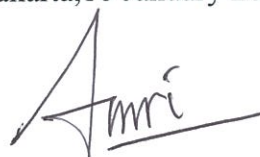
NIM : 07211141016

Program Studi : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni Universitas Negeri Yogyakarta

menyatakan telah melakukan triangulasi data dalam penelitian yang telah dilakukan oleh mahasiswa bernama Sherly Febriani dengan judul “A Pragmatics Analysis of Maxim Flouting as a Reflection of American Social Issues in *The Simpsons TV Series*”. Apabila terbukti pernyataan ini tidak benar, hal ini sepenuhnya menjadi tanggung jawab saya.

Yogyakarta, 10 January 2015

A handwritten signature in black ink, appearing to read 'Amri', with a stylized flourish extending from the bottom right.

Rowiatun Amri Marhamah, S.S.

## SURAT PERNYATAAN TRIANGULASI

Yang bertanda tangan di bawah ini:

Nama : Indah Dwi Sulistyorini, S.S.

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Yogyakarta, 10 January 2015



Indah Dwi Sulistyorini, S.S.

### SURAT PERNYATAAN TRIANGULASI

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menyatakan telah melakukan triangulasi data dalam penelitian yang telah dilakukan oleh mahasiswa bernama Sherly Febriani dengan judul "A Pragmatics Analysis of Maxim Flouting as a Reflection of American Social Issues in *The Simpsons TV Series*". Apabila terbukti pernyataan ini tidak benar, hal ini sepenuhnya menjadi tanggung jawab saya.

Yogyakarta, 10 January 2015



Tri Wahyuni, S.S.